

FY 2015- FY 2016 CIS Strategic Plan

Mission: provide comprehensive career information, resources and services to help Idahoans make successful education and career decisions.

Objective: Become the state's primary resource for career planning.

Strategy 1: Develop working user group

Define purpose of group

- Help define & remove barriers
- Help incentivize/drive usage
- Guidance/oversight for rebranding
- Evaluate # of site types, information & content.

Recruit members that fit our purpose

Develop clear scope of work.

Strategy 2: Identify and remove barriers to access

Technology
(login, computer access, responsive design)

Financial
(pricing, contracts)

Evaluate # of site types and simplify navigation, information & content

Strategy 3: Incentivize and drive usage by leveraging internal and external partnerships

Increase support for statewide implementation of career plans

- Business incentives
- Government incentives

Increase knowledge/skill building for teachers and career development professionals

- Update implementation framework for HS
- Increase statewide trainings
- Train new groups (Neer Peers, IACRO, etc)

Strategy 4: Rebrand

Identify audience
(primary focus 8th - 12th)

Research changes CIS needs to make.

- Awareness
- Perceptions

Decide how much of "CIS" we need to rebrand.

Estimate costs of rebranding and team responsibilities

Develop new identify package, outreach & implementation plan